

# United States Banker

Serving All Financial Institutions Since 1891

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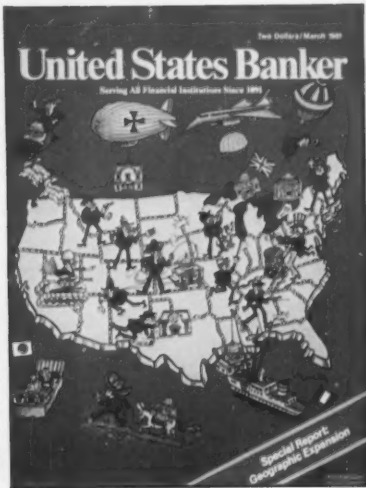
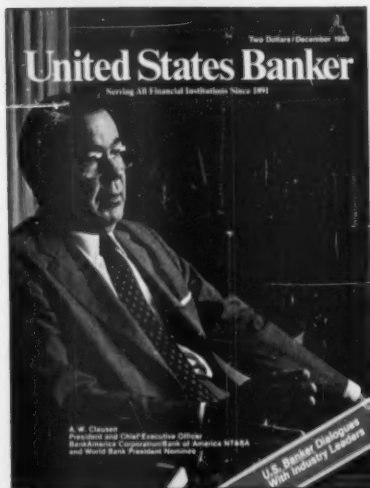
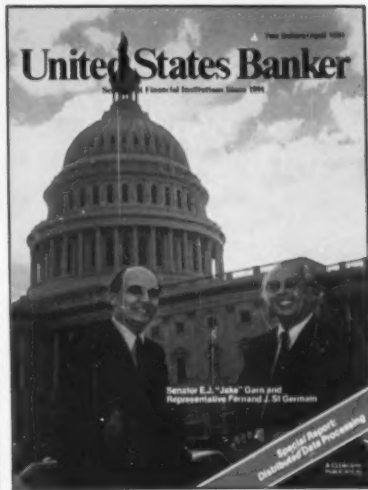
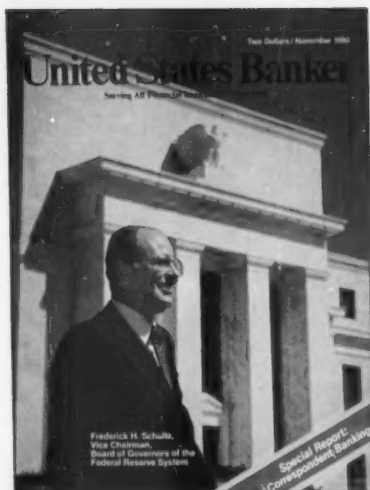
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**United States Banker** helps financial  
 executives stay on top of their rapidly  
 changing business environment



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happening in the  
financial industry  
and what this  
means for the  
future.

**United States Banker** is the only national magazine presenting an interpretive view of the entire financial community. It acts as an independent voice for all financial sectors, including:

- ★ commercial banks
- ★ savings and loans
- ★ mutual savings banks
- ★ credit unions
- ★ insurance companies
- ★ investment firms
- ★ mortgage banking firms
- ★ finance companies

Increasingly, financial institutions compete head-to-head as regulatory barriers separating them are withdrawn. Managers of these institutions rely on **U.S. Banker** to translate a fast-changing business environment into ideas that they can apply to the institutions they run.

With a sensitive ear in Washington and by interviewing the most progressive leaders in the financial community, **U.S. Banker** can be a crystal ball for financial planners and decision makers. Some of these leaders who have shared their thoughts through recent interviews with **U.S. Banker** include: Frederick H. Schultz, Richard T. Pratt, Robert Beck, James D. Robinson III, Donald T. Regan, A.W. Clausen, C.C. Cameron, Finn M.W. Caspersen, Thomas A. Cooper, Richard D. Hill, K.A. Randall, Richard M. Rosenberg, Willard C. Butcher, Lee Gunderson, E.J. 'Jake' Garn, Fernand J. St Germain, Saul B. Klamman, Charles E. Walker, Serge Bellanger, Joseph E. Connor.

Robert A. Beck, left, Chairman and CEO of The Prudential Insurance Company, was the subject of a Fall 1981 cover story. Here, he talks with Senior Editor Raoul D. Edwards at Prudential's executive offices in Newark, New Jersey.



At American Express headquarters in New York, Senior Editor Raoul D. Edwards, left, talks with James D. Robinson, chairman, and Louis V. Gerstner, vice chairman.



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The following pages list feature articles, interviews and special reports that appeared in the **United States Banker** during 1980 and the first nine months of 1981—interspersed with pictures of the **U.S. Banker** staff interviewing financial leaders, conducting seminars and planning the next issue.

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United States Banker hosts frequent roundtable discussions. Here, discussing "Where Will We Be in 1990?" are, clockwise, Finn Caspersen, chairman, Beneficial Corporation (striped suit, back to camera); Raoul Edwards, U.S. Banker senior editor; C.C. Cameron, chairman and president, First Union Corporation; Thomas Cooper, president, Girard Bank; Dale Reistad, chairman, Home Terminal Systems, Inc. and U.S. Banker contributing editor; Dr. Thomas Thompson, U.S. Banker editor; Richard Hill, chairman, First National Bank of Boston.

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Editorial direction is set and assignments made at senior editorial staff meetings. Clockwise, from left (gesturing) Dr. Thomas Thompson, Raoul Edwards, Charles Bennett, Angela Moran, David Cleworth, Charles Beyer, Warren Van Deventer, Wilfred Howland, James Goodenough, Nancy Buckwalter, Andy Goodenough.



Participants in a roundtable discussion on "The Future of the Delivery System" were (L. to R.) Raoul Edwards, U.S. Banker; William Moroney, president, Electronic Funds Transfer Association; Thomas Metz, president, Electronic Banking Systems Corp.; Robert Markovitch, EFT consultant, Affiliated Computer Systems; Hugh Barrett, vice president, First City National Bank, Houston.

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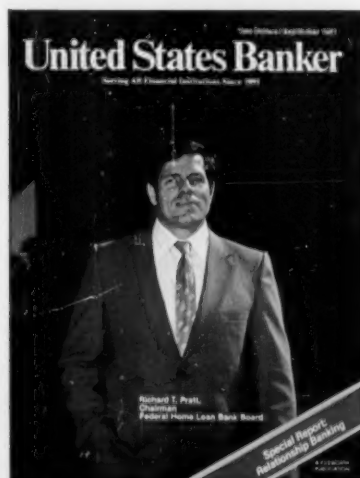
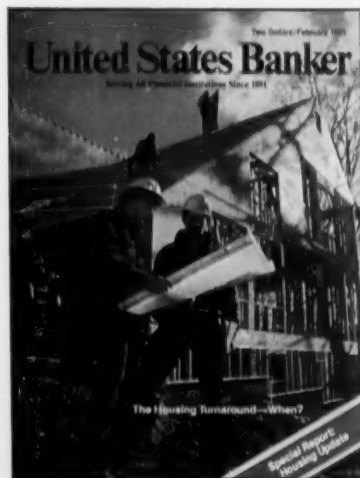
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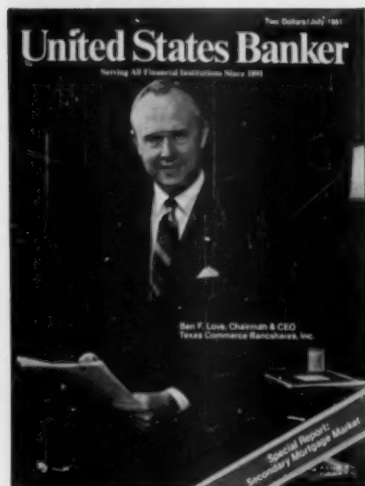
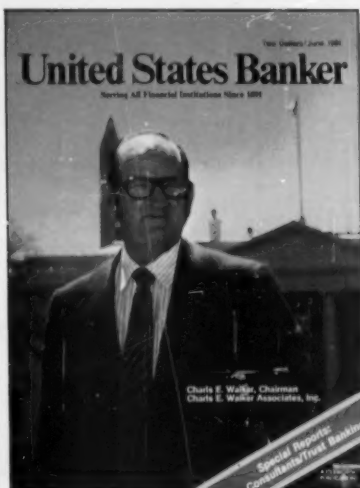
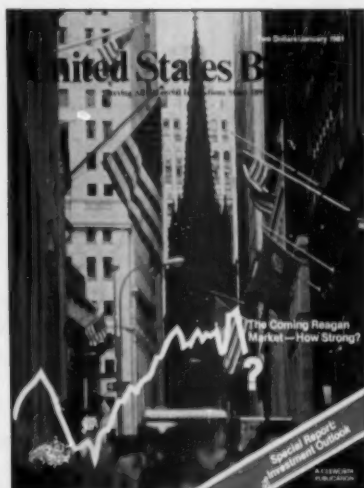
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